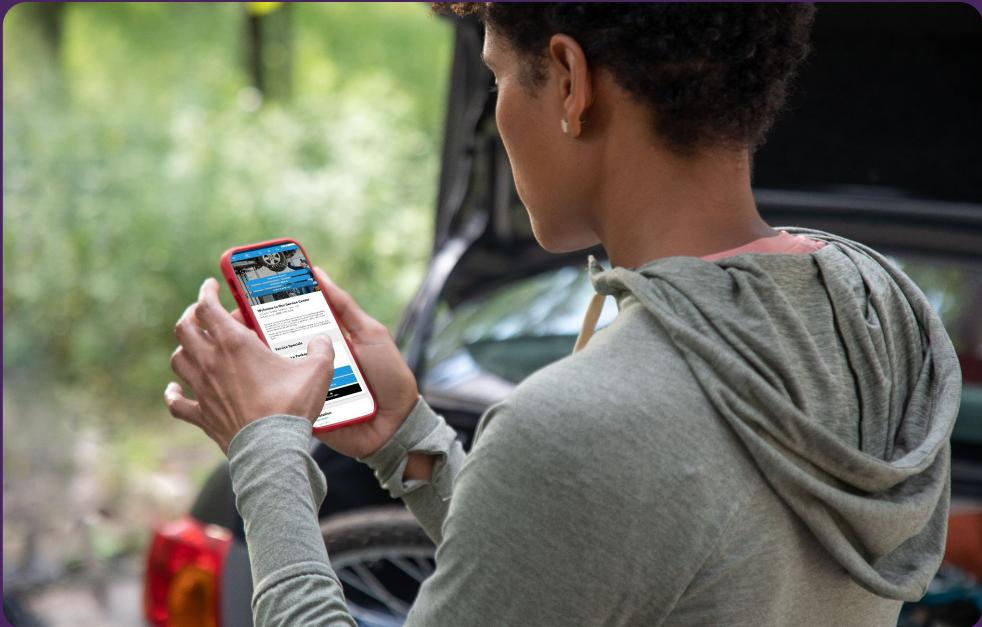




Dealer Inspire®
A CARS COMMERCE SOLUTION

Website Playbook

CHAPTER 5

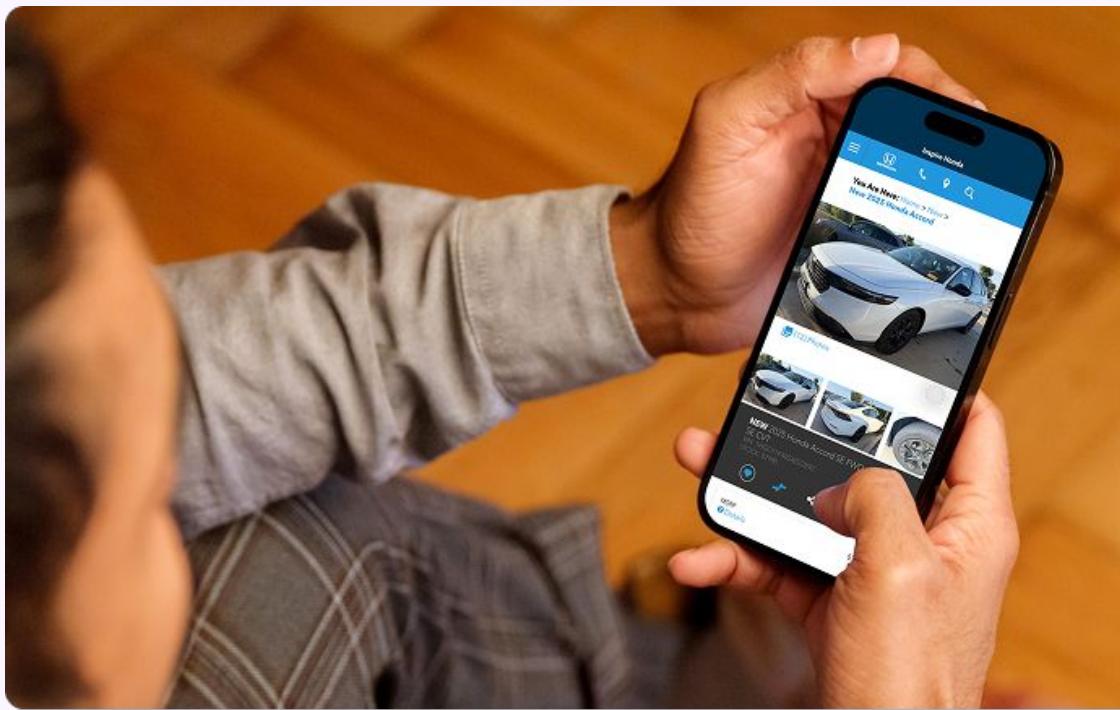


Turn service visits into retention and revenue

Your service drive is a consistent opportunity to strengthen relationships, drive profitability, and capture trade-ins. Every oil change or brake inspection is a chance to deepen loyalty and reconnect with customers.

Why it matters

- Dealerships that deliver excellent service experiences see **higher customer loyalty and intent to return¹**.
- Your service department can actively feed your sales pipeline when leveraged strategically.



The mission

- Build trust and convenience into service pages
- Capture trade-ins from the service lane
- Keep customers engaged with dynamic offers, loyalty programs, and personalized experiences

Service page essentials

Your sales pages are designed to convert. Your service pages should work just as hard.

Service customers ask three key questions before booking:

Home » Service » Schedule Service

Schedule Service

Contact Info

First Name* Last Name*
 Email* Phone
Contact Preference?
 Phone Email

Vehicle Info

Year* Make*
 Model* Mileage*
Under Warranty?
 Yes, still under warranty No

76%
 of consumers trust online reviews as much as personal recommendations

Home » About Us » Customer Testimonials

Customer Testimonials

 Cars.com - Nov 11, 2025 

Casey was PHENOMENAL and an absolute blast to work with! My husband and I LOVE our new truck! Highly recommend her and the entire Autostar staff!

 Cars.com - Nov 11, 2025 

(Translated by Google) My experience with the Wesley Chapel Hyundai dealership was excellent. Jack Gonzalez is the best; his customer service was outstanding. He gave us all the information we needed. We drove away in the car we wanted. (Original) Mi experiencia con el vendedor de Wesley Chapel Hyndai fue excelente. Jack Gonzalez es el mejor, servicio al cliente excelente, nos dio toda la información que necesitamos. Salimos manejando el carro que deseamos..

 Cars.com - Nov 11, 2025 

I highly recommend Lee Auto Group for any vehicle needs, Kyle Brown was more than accommodating and made my car buying experience a pleasure. Thank you so much Kyle, we will be sending business your way!

Can I trust you?

- Embed reviews and star ratings next to your scheduler, not buried elsewhere.
- Highlight recent testimonials that speak to fairness, transparency, and expertise.

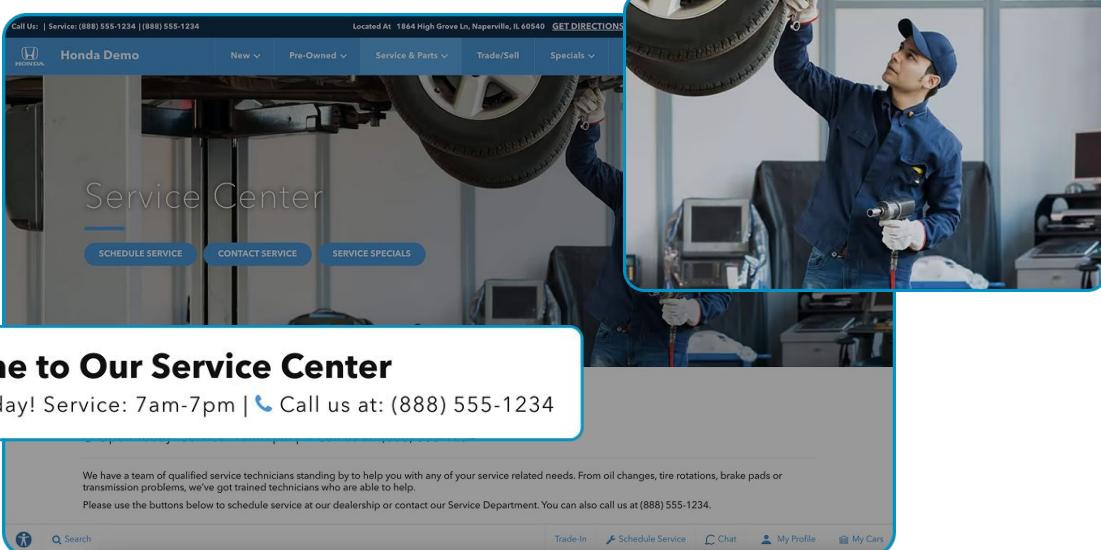


What shoppers need:

Quick, effortless access to service information and scheduling.

Is this convenient?

- Display clear hours, contact info, and facility details above the fold.
- Make service CTAs easy to find on homepage, mobile, and navigation.



Welcome to Our Service Center

⌚ Open Today! Service: 7am-7pm | ☎ Call us at: (888) 555-1234

We have a team of qualified service technicians standing by to help you with any of your service related needs. From oil changes, tire rotations, brake pads or transmission problems, we've got trained technicians who are able to help.

Please use the buttons below to schedule service at our dealership or contact our Service Department. You can also call us at (888) 555-1234.

 **What shoppers need:** Quick, effortless access to service information and scheduling.

Will this cost more than another shop?

- Showcase OEM certifications, factory-trained techs, and warranty coverage.
- Position OEM parts and certified work as long-term value and warranty protection.



What shoppers need: Assurance that service is worth the investment.

Foundation checklist for your service page:

-  **Operational transparency:** Clear hours, direct contact info, and facility details
-  **Authority signals:** OEM certifications, factory-trained credentials, and warranty coverage
-  **Social proof:** Customer reviews, star ratings, and testimonials near booking CTAs
-  **Visual credibility:** Professional photos of service bays, waiting areas, and technicians
-  **Service specials showcase:** Most attractive offers visible at a glance with links to full details

Make service easy to schedule

Scheduling shouldn't require hunting through your site.

Best practices for scheduling:

- Add **Schedule Service** to your homepage hero or as a sticky mobile button.
- Consolidate key info — hours, specials, scheduler — on a single service hub page.
- Reduce friction between intent and action to boost appointment volume.



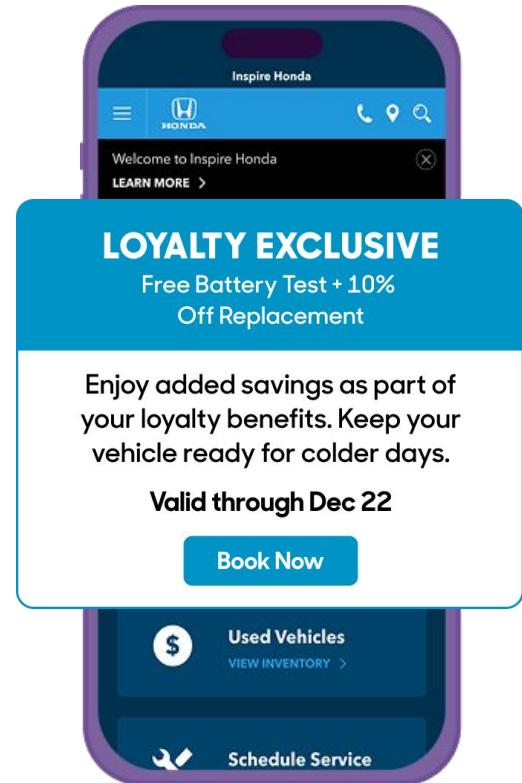
What shoppers need: A fast, intuitive path from “I need service” to “Appointment booked.”

Reinforce your service promotions & loyalty strategies

A strong foundation gets customers in the door — offers and loyalty programs keep them coming back.

Fresh promotions that drive action

- Keep **3–4 active offers** on your site; refresh monthly for relevance.
- Use **seasonal, needs-based services** (battery checks, A/C diagnostics, tire rotations).
- Create urgency with **realistic expiration dates** (end of month > 24 hours).



Showcase your loyalty program

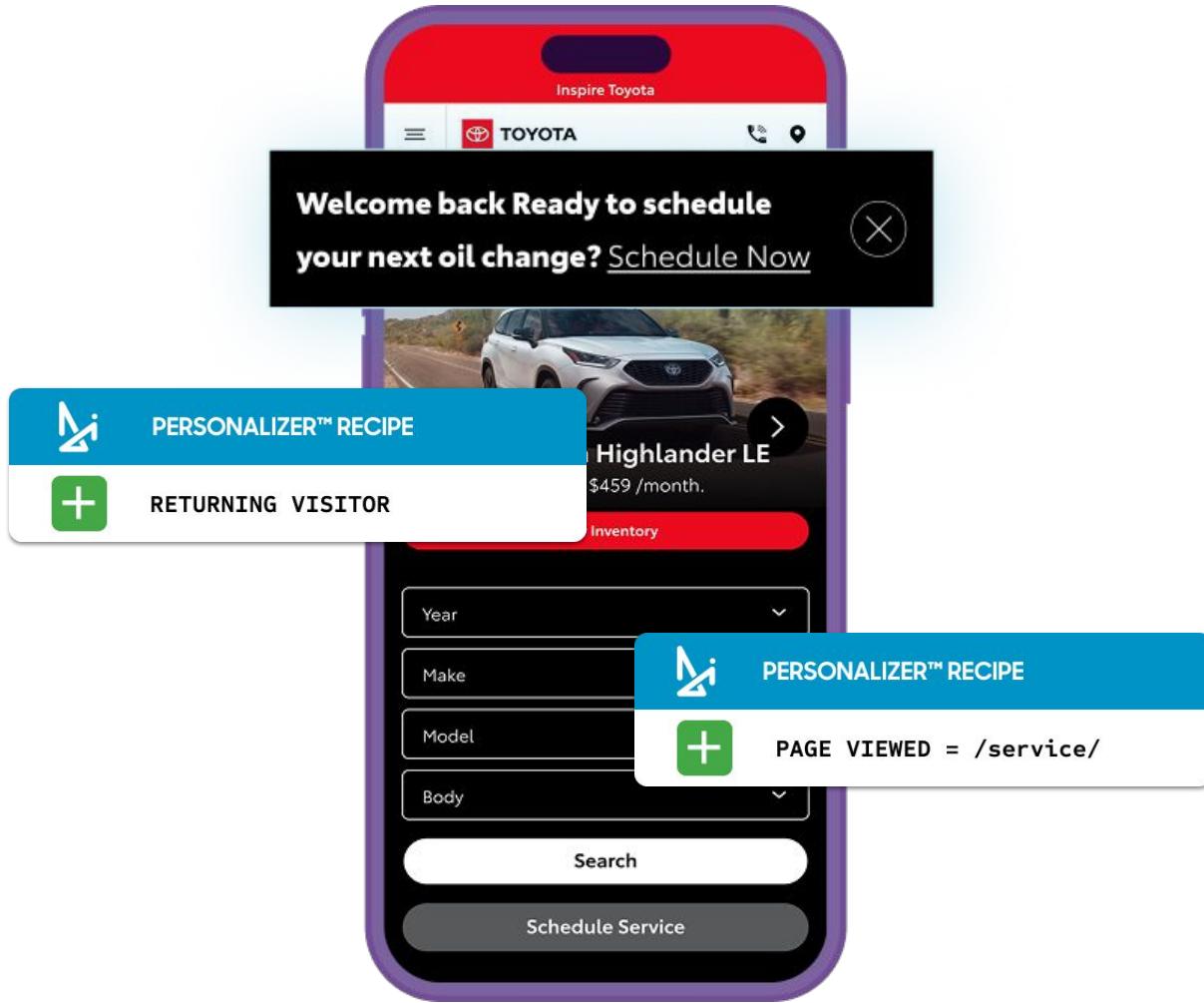
- Make your program easy to find with a dedicated page.
- Promote enrollment on service pages and confirmation screens.
- Use email/SMS to encourage reward redemption and re-engagement.

What shoppers need:

Relevant offers and a clear reason to return to your dealership instead of a competitor.

Behavior-triggered personalization

Personalization becomes most powerful when it responds directly to customer actions or inactions. Tailoring messages to what a shopper just did makes your marketing feel helpful rather than interruptive.

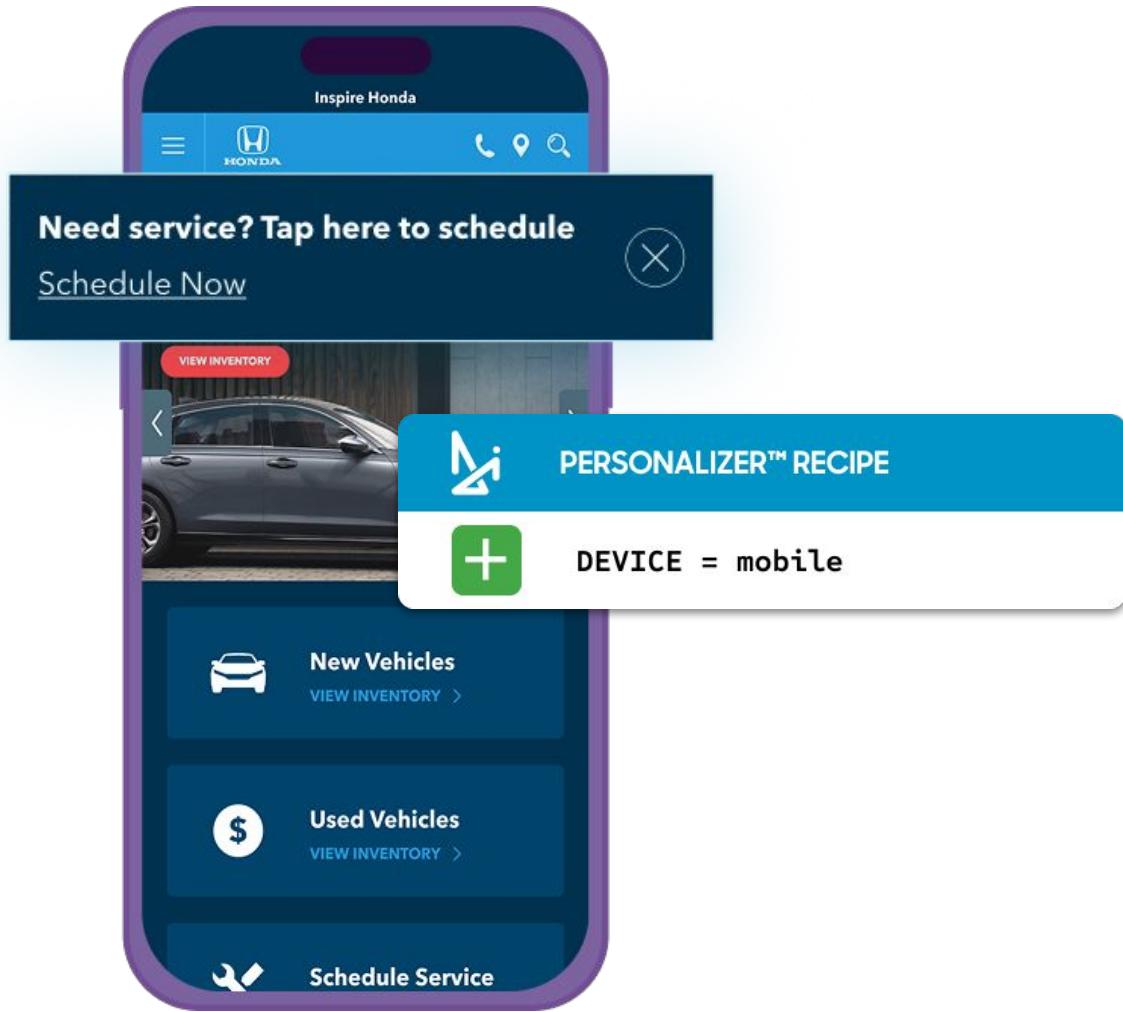


Best practices:

- Greet returning visitors with personalized, action-oriented messages
- Serve follow-up prompts tied to recently viewed pages (e.g., service pages)
- Use reminders that encourage the next logical step
- Keep messaging specific, relevant, and timely

Personalization for mobile users

Mobile service customers are often in “I need this now” mode, so reducing friction turns urgency into immediate action. Recognizing device context helps you deliver experiences built for speed.

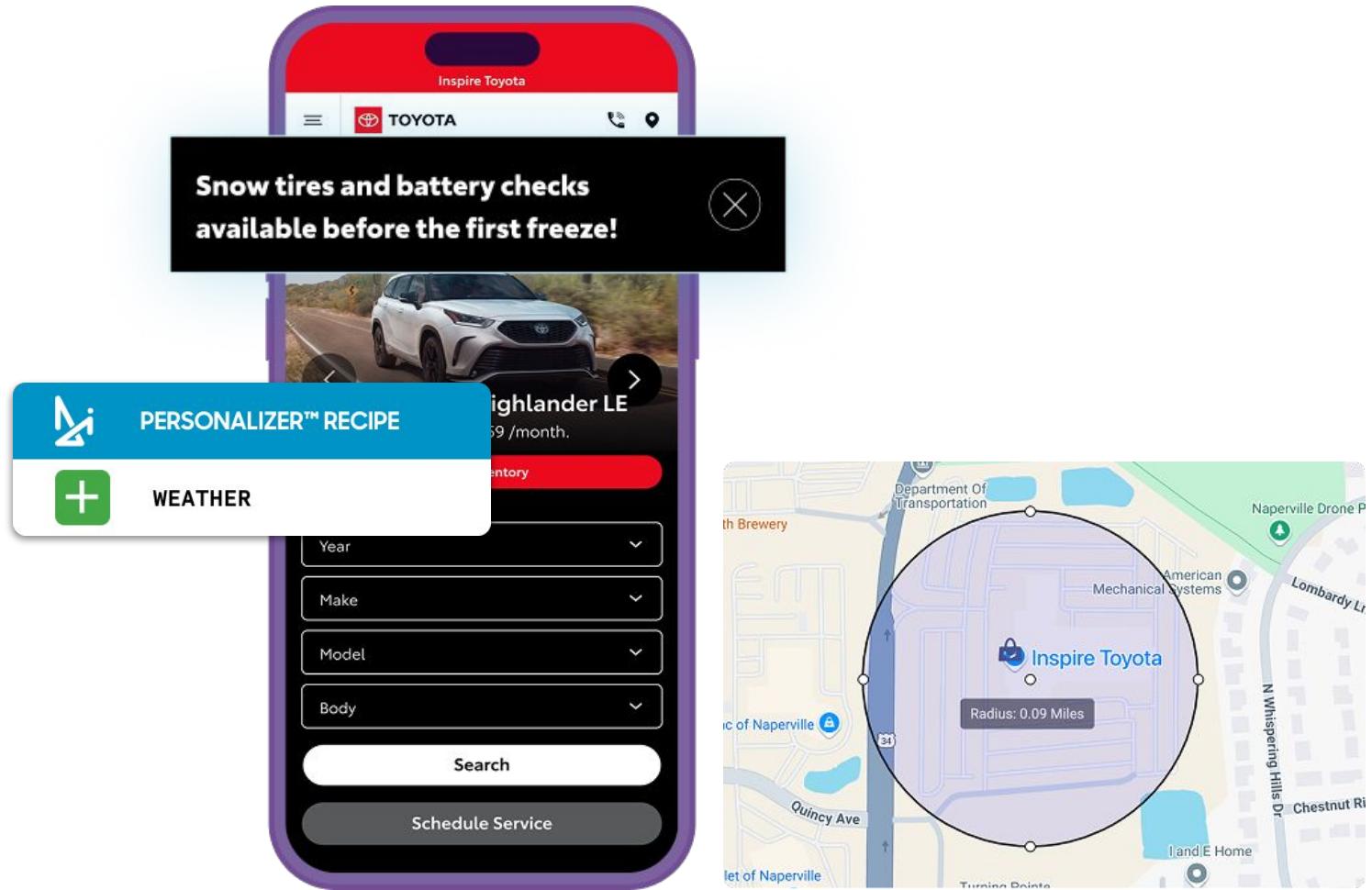


Best practices:

- Use one-click scheduling banners optimized for mobile
- Surface tap-to-call options for fast booking
- Prioritize short, clear CTAs tailored to quick decisions

Geolocation and weather-based personalization

Local conditions shape customer needs. Surfacing relevant services based on weather patterns or regional events makes your marketing feel timely and useful.



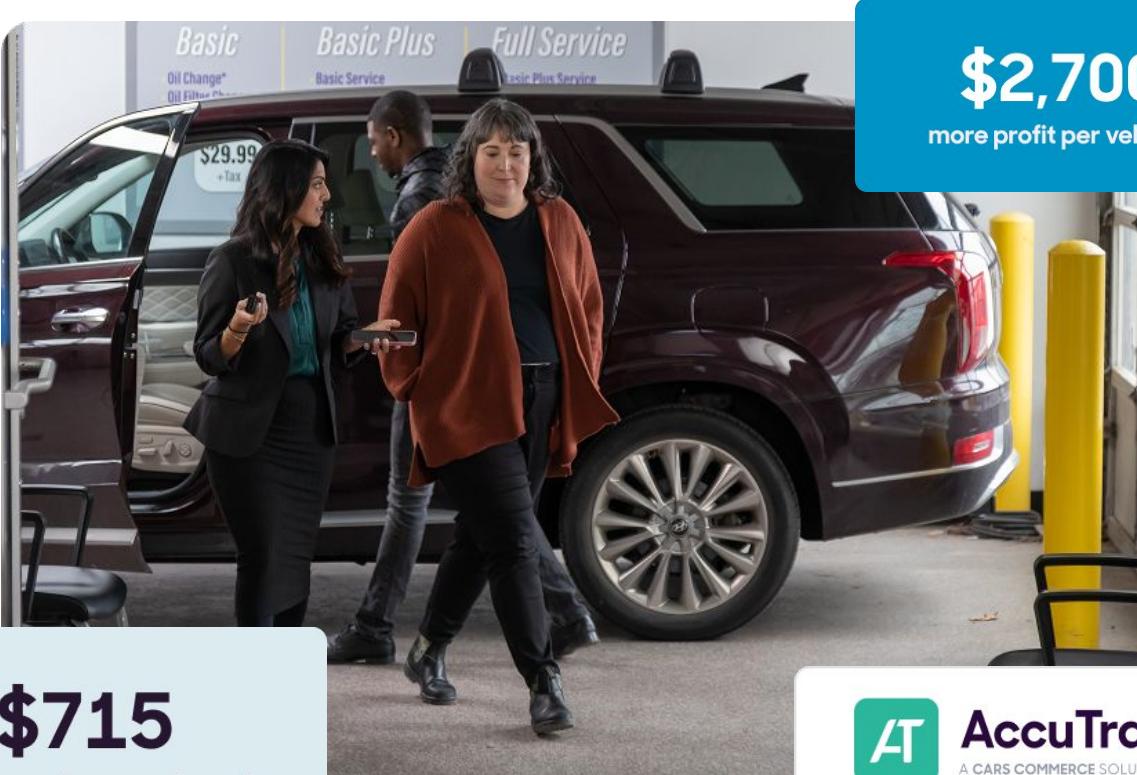
The image consists of two main parts. On the left, a smartphone screen shows a promotional message: "Snow tires and battery checks available before the first freeze!" above a photo of a white Toyota Highlander. Below this is a "PERSONALIZER™ RECIPE" section with a "WEATHER" button, followed by dropdown menus for Year, Make, Model, and Body, and buttons for Search and Schedule Service. On the right, a map of Naperville, IL, highlights a circular geolocation area centered on "Inspire Toyota" with a radius of 0.09 miles. The map also shows surrounding landmarks like the Department of Transportation, American Mechanical Systems, and various streets.

Best practices:

- Trigger seasonal service prompts when temperatures shift
- Promote weather-specific offers (winter prep, storm-related repairs)
- Use location data to prioritize services relevant to your market

Turning service visits into acquisition opportunities

A high repair estimate is often the moment a customer considers upgrading.



\$2,700
more profit per vehicle⁶

\$715
recons savings per issue⁵


AccuTrade
 A CARS COMMERCE SOLUTION

Best practices:

- Add soft trade-in prompts on service pages (“Thinking about an upgrade?”).
- Include trade-in CTAs in appointment confirmation emails and thank-you pages.
- Trigger automated CRM follow-ups after high-cost repairs or major service milestones.
- Use tools like AccuTrade to start low-friction valuation flows before the customer arrives.



Example: A customer receives a \$1,800 transmission repair estimate — this is a key moment to present trade-in or upgrade options within 90 days.

SUCCESS STORY

The power of a strong trade-in strategy

Ed Martin Toyota integrated AccuTrade into their service drive and saw a remarkable **87% increase in profit per VIN acquired.**¹ They aren't outliers, they're proof that connecting your service operation to your sales pipeline generates measurable ROI when executed with the right digital tools.



The image shows the exterior of a modern Toyota service center. The building has a grey and white facade with a red horizontal stripe. The words "SERVICE RECEPTION" are written in large letters above the entrance. In the foreground, there are two open service bays. A person is standing near the entrance of one of the bays. A silver car is parked in front of the building. In the top left corner of the image, there is a white box containing the Ed Martin Toyota logo (a yellow and red script logo) and a smaller Toyota logo. In the top right corner, there is a blue box containing the text "+87% more profit per sale from inventory acquired in the service drive¹". In the bottom left corner, there is a blue box containing the text "+26 more vehicle sales from inventory acquired in the service drive". In the bottom right corner, there is a small inset image showing a close-up of a hand pressing a button on a device, with the AccuTrade logo visible on the screen.

+26 more vehicle sales from inventory acquired in the service drive

+87% more profit per sale from inventory acquired in the service drive¹

Want to go deeper?

Explore the full playbook for more service page strategies and examples — plus a look at what's next in Chapter 6: Reporting for success.

[Read Chapter 5](#)